Two components of every growth strategy

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What you need to make strategies work

- In all growth strategies, there are two components that make them work:

- **#1 You have something that attracts attention**
- **#2 You have something that converts attention into sales**

- Everything you do in order to bring customers will need both components to work

- Example: Content strategy - you write a blog post

  #1 Promote the post through different channels

  #2 Once someone sees the post, it has to convince them to take the action you want them to take (buy, sign up, follow you, etc.)